



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE DOUBLETREE HOTEL
21333 HAWTHORNE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, March 28, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

A. Torrance Chamber of Commerce Business Expo

7. FULL COMMITTEE WORK

A. Presentation and Discussion

1. Conceptual Plan - SEED Group Inc., Landscape Architecture, Arthur Alaniz

B. For approval

1. Minutes 3/14/11
2. SEED Conceptual Plan
3. Public Relations – Announcement cards "Save the Date" for the Light Show, request for funding

C. Discussion

1. Time Capsule and Harvest Festival
2. Location and time of Harvest Festival
3. Events and marketing and public relations for the Light Show, Photo Contest and First Baby of 2012

8. SUB-COMMITTEE WORK

A. Events

1. Approval
 - a. Minutes 3/4/11 and 3/14/11
 - b. Newly submitted events
2. Discussion

- a. Updates
 - i. Approved community events
 - ii. Light Show
 - iii. Photo Contest
 - iv. Harvest Festival

B. Finance

- 1. Discussion
 - a. How to navigate information received in City of Torrance email regarding management of merchandise, taxes, tracking, and expenses
 - b. Pricing and marketing on website with Marketing sub-committee
- 2. Update expenses and donations in current account

C. Fundraising

- 1. Tier II update
- 2. Time Capsule discussion
- 3. Sponsor "Events"
- 4. Bricks update

D. Media/PR/Outreach

- 1. Press release
- 2. Website
- 3. Brochure contents
- 4. Save the date
- 5. Submission of article ideas for *Torrance Magazine*
- 6. Ordering of folders for press release kits

E. Marketing

- 1. Discussion
 - a. Pin options
 - b. Promotional and wearable items
 - i. Assign owners to confirm costs and work as a team on a recommended timeline for purchase
- 2. Street signs – additional estimates

9. ORALS

- A. Comments from Committee Members
- B. Announcements/Updates

10. ADJOURNMENT

- A. Next meetings:
 - Monday, April 11, 2011 Executive Committee at 5:00 p.m.
 - Monday, April 11, 2011 Full *and* Sub-Committees at 7:00 p.m.
 - Monday, April 25, 2011 Executive Committee at 5:00 p.m.
 - Monday, April 25, 2011 Full *and* Sub-Committees at 7:00 p.m.